

FINAL REPORT

EASTPORT FOURTH STREET SURVEY

MARCH 2003

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OFFICE OF ECONOMIC DEVELOPMENT
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Introduction

This report represents an analysis of the Eastport- Fourth Street Survey that was conducted March 2003 by the City of Annapolis, Office of Economic Development. It was designed to gather information about what both residents and businesses located in Eastport would like to see if Fourth Street were to be revitalized.

A two-page survey was sent to 580 residents and businesses. Of these, twenty-one were returned for incorrect addresses. The total sample consisted of 559 pieces. Of those, two-thirds were sent to Eastport residents with the remaining sent to businesses. 186 residents and 43 businesses responded. The response rate was 41%, which is considerably better than average response rates.

Survey Results

A. Fourth Street Uses:

Of the 186 total residential respondents, 182 (97.8%) responded to question number one. When asked to choose between three types of uses for Fourth Street many of the respondents checked more than one. 47 of the 182 respondents checked only one use, 58 checked two uses, and 77 checked all three uses.

The totals for all three uses will not add up to 100% because many respondents chose more than one. 63.7 % of respondents would like to see residential uses along Fourth Street, 62.1% of respondents would like to see office space along Fourth Street, and 88.5% of respondents would like retail uses along Fourth Street.

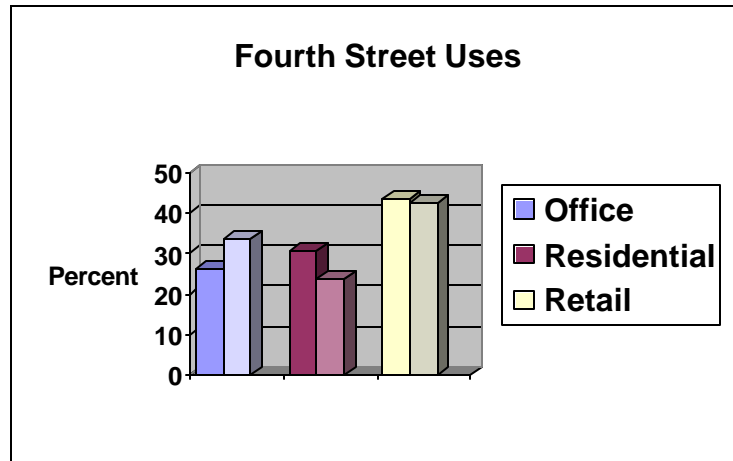
Of the 43 commercial respondents, all answered question number one. 7 checked only one use, 15 checked two uses and 21 checked three uses. 60.5% of businesses would like to see residential properties along Fourth Street, 81.4% would like to see office space and 34.9% would like to see retail space.

B. Fourth Street Use (by Percentage):

Of the 186 residential respondents, 141 (75.8%) responded to question number two. The respondents would like to see the following mix of uses along the Fourth Street Corridor.

As you can see from the chart, residents would like to see a mix of uses focused on retail- 43.3%. They would also like to see 30.8% used for residences and 25.8% used for office space. Commercial respondents also favored the largest percentage of space be used for retail at 42.7%, followed by office space at 33.5% and residential uses at 23.7%.

In the following chart, solid colors represent residents responses to the types of businesses they would like to see. The patterned areas represent the commercial responses.



C. Factors to Improve Fourth Street for Pedestrian Traffic:

Out of the 186 residential respondents, 150 (80.6%) responded to question number three. 31 more responded, however, their answers were not numeric and could not be considered. The remaining did not answer the question.

Respondents were asked to rank 8 attributes on a scale of 1 (highest) to 8 (lowest) to determine what should be done to increase foot traffic on Fourth Street. Respondents ranked bringing interesting businesses as the number one factor that would make walking to Fourth Street more likely. 77 respondents ranked this as number one. The average response was 1.02. The second and third factors were creating a more attractive streetscape, with an average response of 2.77 and adding street lights, with an average response of 2.82. The fourth and fifth factors that would encourage walking to Fourth Street were no additional parking for cars, with an average of 5 and if it were safer with an average of 5.03. Four respondents would not walk.

Commercial respondents also ranked bringing interesting businesses as the number one factor for increasing pedestrian traffic on Fourth Street, with an average response of 1.93. Followed by widening and improving sidewalks with an average response of 2.65 and making the streetscape more attractive with an average response of 2.83.

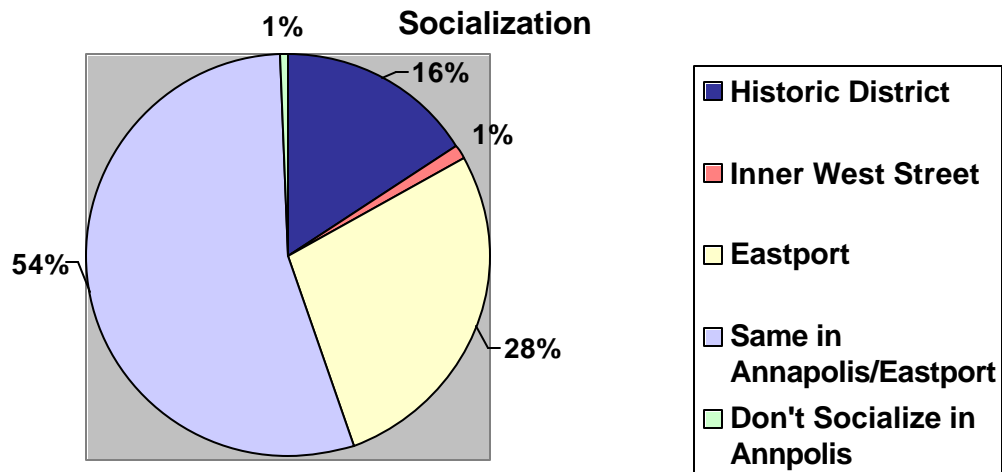
D. Length of Walk to Fourth Street Retail Area:

179 out of 186 (96.2%) residents responded to question number four. When asked how far they would be willing to walk 89.4% responded three blocks. Of those- 42 noted they would be willing to walk more than three blocks. The other distances are as follows- 5.0% responded that they would walk 2 blocks, 1.1% responded 1 block, 1.7% responded less than one block and 2.8% responded that they would not walk.

All but one commercial respondent answered question four. 88.1% of commercial respondents were willing to walk three blocks, 7.1% were willing to walk two blocks to Fourth Street, and 2.4% of respondents would walk one block, or not at all.

E. Socialization in Annapolis:

176 out of 186 (94.6%) residents responded to question number five. 54.6% reported spending equal time in Annapolis and Eastport, 27.8% reported spending most of their time in Eastport, and 15.9% reported spending most of their time in the Historic District, 1.1 % reported spending most of their time on Inner West Street. Less than 1% reported not socializing in Annapolis.



F. About You:

a. I've lived in Eastport for ___ years:

. The average Eastport resident has lived there for 12.5 years, with the shortest length of residency being six months and the longest being 58 years.

177 out of 186 (95.2%) residents responded

The average tenure of a business in Eastport is 13.28 years.

b. I live ___ blocks from Fourth Street:

The average Eastport resident lives 3.8 blocks from Fourth Street.

166 out of 186 (89.2%) responded.

c. I work in Annapolis ___; Outside of Annapolis ___; Both or am Retired:

59.4% reported working in Annapolis, 25.7% reported working outside of Annapolis, and 8.1% reported working both in and outside of Annapolis and 6.8% reported being retired.

148 out of 186 (79.6%) responded.

d. Number of Vehicles:

The average Eastport resident owns 1.95 vehicles. 128 out of 171, almost 75% of respondents have two or more cars, the most being five (1). Four respondents reported having four cars.

171 out of 186 (91.9%) responded.

G. Desired Uses of Fourth Street:

133 out of 186 (71.5%) residents responded to the final question. The most popular uses for Fourth Street are:

Use	Average Response	Number of Respondents	Rank
Grocery	3.36	69	1
Bake Shop	4.04	98	2
Produce Market	4.42	71	3
Delicatessen	4.53	95	4
Restaurant	4.62	48	5
Coffee Shop	4.62	88	5

Several other choices were close behind including: a Seafood Market (4.90), Art Shops/Galleries (5.21), Barber Shops (5.21), Gift Shops (5.38), Antique Shop (5.54), Book/Stationary Stores (5.59) and Florist (5.74).

38 out of 43 commercial respondents answered the final question. Their preferences for Fourth Street uses are as follows:

Use	Average Response	Number of Respondents	Rank
Restaurant	3.46	13	1
Bake Shop	3.84	19	2
Seafood Market	4.00	15	3
Nautical Shop	4.04	22	4
Office Space	4.38	18	5

Other businesses that were close by average: Dwelling units above ground floor (4.45), a grocery store (4.46), and a produce market (5.07).

*to be considered for the top five, five people must have responded to the given category.

H. Additional Residential Comments:

This is a great idea. Fourth Street has great potential if only the city would let it happen.

Fourth Street looks very tacky. Store fronts are in poor condition and the Laundromat is awful.

You can't do this without providing parking. Build a garage either on top of Tecumseh or on top of Carol's Creek lot. Residents on Fourth Street should have permit parking.

Because of severe parking shortages and risk of added traffic, noise and congestion, Fourth Street would be best configured as offices with a luncheonette/coffee shop.

Aesthetics should be a priority, along with businesses, food, etc. Should have a historic feel to the development of businesses.

The area should be unique to attract locals and visitors- i.e. quaint and attractive.

Coffee shop with Internet service for boaters, visitors, etc.

Require off-street parking for any new permitted uses on all of Fourth Street.

I encourage the development of this area. It would be great to have an area like the new West Street (galleries, retail, bakery, etc.) open in Eastport. Eastport could certainly support this type of development. Please keep us updated frequently via individual mailings on developments in this project.

The single best thing you could do for Eastport is lean on Hopkins to sell that eyesore so something could be done with that corner.

Unfortunately, there really isn't much to attract us to Eastport for socializing, except for the movie theater and Davis' Pub, but we do support these businesses regularly.

Do not bring more businesses into an area where we have barely enough parking for businesses and residents that currently reside there. Do not spend money to embark on any big budget items listed in question #3 (streetscape, parking, businesses). The businesses and homes in this area can fix up their own neighborhoods without the government raising taxes to spend on the Fourth Street neighborhood.

If you remove parking, then it overflows into residential areas and this is unacceptable.
No parking of commercial district cars in front of residential area houses.

No more sailing shops. Please favor stores that can be used for everyday goods.

No increase of residential density. Keep the businesses maritime oriented.

The laundry mat needs to be cleaned up or shut down.

Parking is becoming an issue as often when I come home there is no space for me to park in front of my house- you need to deal with the parking issue as part of this assessment.

We used to walk to Eastport and Downtown restaurants at night but no longer feel safe doing so. Making the streets safer from Sixth to Horn Point is needed before we will feel safe supporting businesses on Fourth Street or elsewhere in Eastport after sunset.

We walk around Eastport all the time. More lighting would make it safer for nighttime walking.

Keep the maritime orientation.

We already have lots of residences, lots of office space, and lots of marine businesses. Bring in retail.

I walk everywhere so I would be in favor of retail establishments which would sell fresh food items or another coffee shop.

Grocery store with fresh vegetables, a copying service and shipping service.

We live in Severn House Condo. We would only drive to Fourth Street. Parking is a problem even going to Boatyard. We would probably not do any shopping on Fourth Street.

We do walk. We do use local businesses- but it's hard to tell what would work. What would live aboard boaters use?

I think you should consider safety first. Maybe you should solve the parking problem on all Eastport streets before going ahead with any plans.

I would like to see essential retail return- grocery/hardware- I hate having to get into my car every time I need something. Annapolis has become almost totally tourist attraction with very limited options for essentials.

Develop the Hopkins warehouse into mini mall.

Make it a pedestrian mall with trees, flowers, cool shops, and outdoor cafes. People love a place with heart and soul.

I'm afraid I can't complete this in my sensible manner since I am not likely to patronize whatever businesses are established. Frankly, I have reservations about increased commercialization which can only increase our parking problems. Let's just leave Eastport alone. Its wonderful funkiness is already rapidly disappearing.

I think it would be nice to have several specialty shops within walking distance to Eastport residents.

Excellent project for redevelopment.

It would be great for the community to revitalize Fourth Street.

I would particularly like a walk to grocery store and a reasonably priced eatery.

As a resident of Eastport and a business owner on Fourth Street I am happy to be involved in the process.

As a Fourth Street homeowner with no off street parking I could be very concerned about eliminating parking without accommodations being made for existing homeowners. As it is- parking on Fourth Street is at a premium. Patrons will just migrate further down Fourth Street if they can't find parking.

Zoning should be set to allow a variety of businesses. Economics will determine what comes- part of this will be available short-term parking.

A good mix of residential, retail, and office with attractive streetscape, trees, and lights is preferable.

We would like to have a place to walk to where we can get everyday items and places to visit (galleries) that would include the neighborhood.

The present uses are suitable and could be supplemented, not replaced by choices on the reverse side.

This town needs a good independent bookstore, a great bakery, a local grocery and a produce market- why not Eastport?

It would be nice if the Fourth Street shops provided services to cruisers that downtown Annapolis doesn't. Combination shops would work well. The Laundromat is a good service to have but it could use some sprucing up.

Removal of the warehouse building on Fourth and Chesapeake would greatly enhance Fourth Street.

All the above with caveat that there will be no commercial development along Chesapeake Ave.

Elimination of parking on Fourth Street would be detrimental to ALL Fourth Street businesses.

Let us be sure and try to save Eastport's unique flavor by introducing commercial elements that are compatible to its character.

It should have a character that is similar to West Annapolis' retail street.

I really don't believe there is enough parking for large businesses or office space on Fourth Street. If there are to be businesses they should be the type that do not require much parking. Fourth Street really can't accommodate another restaurant when considering parking.

It is okay as is but could be improved.

An artist's co-op/ studio space would be a valuable addition to Fourth Street.

I know this is aimed at walkers but all of my selections are compromised by the lack of parking. Solve the parking problem and the appropriate use of Fourth Street will take care of itself.

It would be great to have a Main Street type atmosphere back in Eastport.

If Fourth Street had an eclectic and innovative retail space, shoppers would notice.

Please keep a variety of affordable housing and reasonable restaurants in Eastport. I have little interest in adding more commercialism to Eastport unless it is integrated to work well with residents and businesses already there.

This area should be residential only!

Fourth Street just needs to be cleaned up.

Fourth Street is pretty unsightly on Chesapeake Ave. end. The mural doesn't do enough for the ugly building. We know that fun, funky places will draw people all the way to Second Street (see Café Gurus) - it's the quality not necessarily the content.

We would love to see some independently owned businesses with some character.

People will go out of their way to come here if it is well designed and charming with unusual, high quality shops and businesses. The nice restaurants already bring a certain

clientele into the area. Hopefully that can be capitalized on. Parking is an issue, however.

I. Additional Commercial Comments:

Make Fourth Street the Maryland Avenue of Eastport except try to keep the charm of the maritime industry.

We would love to see a small, upscale market like Dean & DeLuca or Sutton Place.

Please do not forget the small and specialized marine businesses in Eastport, they make the community unique. They need more parking.

Why can't an option be to simply leave it alone?

Expand this concept throughout Eastport- small cafes and shops with complementary streetscape and sidewalks.

The entire neighborhood could benefit from some of these potential improvements to Fourth Street- i.e. underground utilities.

My concern is parking for these retailers.

I would love to see the rundown residences and businesses on Fourth Street encouraged to convert to stores or businesses that care more about retail trade and the impression on visitors. Please pass incentive programs to make it a place people wish to gather.

A cross fertilization or shopping center effect could be created by attracting businesses catering to the local and transient marine market.

I like the idea of a commercial district on Fourth Street. The old Hopkins sight would be great for an antiques store too.

Eastport needs a neighborhood store- like an old fashioned grocery store like downtown used to have.

Appendix